

Marketing Perceptions, Inc.

Bette Levine
President

October 20, 1992

Mr. Alejandro Lopez
Phillip Morris Corporation
120 Park Avenue
New York, NY 10017

Dear Alejandro:

The following details specifications, timing and costs for conducting qualitative research among adult female smokers for continued exploration on Virginia Kings Concept Positioning and Packaging.

We will conduct a total of twelve (12) triads on Monday, November 2 and Tuesday, November 3 in Manhattan. Respondent specifications are defined as follows:

6 Triads (3 triads ages 18-24; 3 triads ages 25-34)

- All smoke king size, non-menthol, light cigarettes most often.
- All smoke one of the following brands: Camel Light, Marlboro Light, Merit, Parliament, Winston Light, Vantage

6 Triads (3 triads ages 18-24; 3 triads ages 25-34)

- All smoke king size, non-menthol, full-flavor cigarettes most often.
- All smoke one of the following brands: Camel, Marlboro, Winston

Each triad will be scheduled to last 1 hour. Research will be conducted from 12:00 p.m. to 8:00 p.m. each day.

A summary report of findings will be available no later than November 18, 1992.

Costs are estimated at \$23,500 \pm 10%, inclusive of all research-related expenses and fees and facility food expenses for respondents and viewing clients.

I trust this meets with your approval.

Sincerely,

Bette Levine
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